



## Christmas is better in a sweater together

JWT Amsterdam creates a slightly twisted Christmas ad for WE Fashion

Amsterdam - 17.00 CET, 23 November 2017

*There's a glut of Christmas ads vying for the world's attention - and heart strings - this time of year, so how can a brand stand out? J. Walter Thompson Amsterdam's new TVC for fashion brand WE finds a way to stick exactly to their client's strategic mission of humankind being 'Better Together' but rendering the statement in an original – if somewhat twisted – way.*

WE Fashion, a European clothing brand from the Netherlands, is known for its inclusive character. So this holiday season, WE Fashion has made a double sweater, to be worn with a partner of choice, to quite literally embody their motto 'Better Together'. It's a funny take on everyone's perennial favourite - the Christmas jumper - and at the same time the ultimate proof of the brand's belief that life is better together. Especially at Christmas.

The commercial features a series of very different couples spending the holidays together. From the standard young couple celebrating the season on a bowling lane, to best friends sharing a seasonal mint tea – to the more outlandish: a gentleman of a certain age finding festive joy with his very own RealDoll. All inside their ‘Better Together’ sweaters.

The ‘Better Together’ sweater is more than a statement – it’s also a product. It's available to purchase as a special limited edition promotion online at WeFashion.com. An adult version is available in red; and a blue one is made for children of age eight to nine.

The campaign goes out both on TV and online and is supported by a social media activation. The film was directed by Nina Aaldering of production company Holy Fools and shot by cinematographer Thomas Buelens.

## **AGENCY CREDITS**

CONCEPT SWEATER: Mark Peeters, Robert Nelk

CONCEPT FILM: Bas Korsten

BUSINESS DIRECTOR: Erik-Jan Koense

SCREEN DIRECTOR: Marloes van den Berg

PR DIRECTOR: Jessica Hartley

## **CLIENT CREDITS**

CEO: Joris Aperghis

MARKETING DIRECTOR: Chantall Olthoff

## **PRODUCTION**

PRODUCTION COMPANY: Holy Fools

DIRECTOR: Nina Aaldering

POST/VFX: The Ambassadors

EDITOR: Govert Janse

MUSIC: Vivaldi’s Four Seasons Winter

SOUND: The Ambassadors





## WATCH VIDEO HERE

### Spokespeople



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